Unconference Session:
State Web Managers Let's Unite - Toby McAdams

First, we come from all sorts of types of government, and all sorts of places within those agencies. We noted that some counties are, by population, many times larger than some of the states. Many web managers came from state portal websites, while others were deep in programs in specific agencies. But we found some common interests.

1.   We're curious about each other's web governance structures. We wonder how many web staff each agency has, where they're located in the organizational structure, and how the staff are connected together.

2.   Many of us are dealing with splits between web and similar fields such as IT and media/public information officers, and would like insight from others on how to close those gaps.

3.   Publishing models still vary, and we struggle to create a common look and feel among our pages. We wanted to ask each other which CMS was best, or to share stories about successes without CMS.

4.   Inspired by the conference, we know how much each of us has to learn, yet struggle to bring all staff in our organizations up to a common level of expertise. Again, we'd like to share stories of frustrations and successes.

5.   Between 50 states and assorted other jurisdictions, it would be nice to share expertise on specific topics such as twitter, influenza, or emergency preparedness. It seems crazy to reinvent the wheel in every state.

So we have a lot to share and teach each other.